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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/733,767	12/08/2000	Joseph Seamon	03801.P036	2954
7590	08/12/2005		EXAMINER	
Andre L. Marais BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP 7th Floor 12400 Wilshire Boulevard Los Angeles, CA 90025			THAI, HANH B	
			ART UNIT	PAPER NUMBER
			2161	
DATE MAILED: 08/12/2005				

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/733,767	SEAMON, JOSEPH	
	Examiner Hanh B. Thai	<b>Art Unit</b> 2161	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on amendment filed June 2, 2005.
- 2a) This action is **FINAL**.                            2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1,3-12,14-18 and 20-29 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1,3-12,14-18 and 20-29 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) All    b) Some \* c) None of:
  1. Certified copies of the priority documents have been received.
  2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_.
- 4) Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) Notice of Informal Patent Application (PTO-152)
- 6) Other: \_\_\_\_\_.

This is in response to an amendment filed June 6, 2006.

**DETAILED ACTION**

***Response to Amendment***

1. Applicant's amendment and explanation regarding the limitation of "each category identifier in the first plurality of category identifiers is distinct from each category identifier in the second plurality of category identifiers" of claims 1-12, 14-18 and 20-29 is acknowledged. Consequently, rejection to claims 1-12, 14-18 and 20-29 under 35 U.S.C. 112, first paragraph is withdrawn.
2. Applicant's arguments with respect to the rejection(s) of claim(s) 1-12, 14-18 and 20-29 under 35 U.S.C. 103(a) have been fully considered and are persuasive. Therefore, the rejection has been withdrawn. However, upon further consideration, a new ground(s) of rejection is made in view of Goedken (US 6,393,423 B1).

***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1, 3-12, 14-18 and 20-29 are rejected under 35 U.S.C. 103(a) as being unpatentable over Ortega et al. (U. S. Patent no. 6,489,968 B1) of record in view of Goedken (US 6,393,423 B1).

Regarding claim 1, Ortega discloses a method of constructing a category structure within a database, the method including:

- defining a first structure of categories to classify a data item, the first structure including at least a first category (see col. 3, lines 12-18, Ortega). “first structure of categories” corresponds to “higher-level categories”.
- defining a second structure of categories of the data item (see col. 3, lines 21-28, Ortega), the second structure including at least a second category, wherein the second category is associated with the first category “second structure of categories” corresponds to “low-level categories” (see col. 7, lines 6-24, Ortega), the first category comprises a first category path defined in terms of the first structure of categories and the second category comprises a second category path defined in terms of the second structure of categories, the first category path including a first plurality of categories that are respectively associated with a first plurality of category identifiers and the second category path including a second plurality of categories that are respectively associated with a second plurality of category identifiers (col.5, line 1 to col. 6, line 20 and lines 30-39 and col.7, lines 6-50. Ortega discloses the category name that is unique identified and displayed to the user corresponds to “category identifier”).

Ortega, however, does not explicitly disclose “the first hierarchy of categories and an alternative second hierarchy of categories.” Goedken, on the other hand, discloses a method for electronic information exchange including an original hierarchy of category and an alternative hierarchy of category (col.28, line 33 to col. 29, lines 10, Goedken). Therefore, Goedken discloses the first hierarchy of categories and an alternative second hierarchy of categories. It would have been obvious to one of ordinary skill in the art at the time of the invention to modify

Ortega to include an alternative second hierarchy of categories as taught by Goedken. The motivation of doing so would have been to improve search technique for consumers to express their desire for particular goods and services and to integrate those features with an improved technique of searching accurate information (see col. 8, lines 30-45, Goedken).

Regarding claims 3 and 4, Ortega/Goedken combination further discloses the first and second category is a leaf category of the first and second hierarchy of categories (see col. 3, lines 12-24 and col. 4, lines 43-61, Ortega).

Regarding claim 5, Ortega/Goedken combination further discloses defining the second category (C2, Fig. 1B) to point to the first category (C1, Fig. 1B, Ortega).

Regarding claim 6, Ortega/Goedken combination further discloses the second structure includes defining the second hierarchy such that navigation of the second hierarchy to locate data items classified as being attributed to the second category locates data items classified as being attributed to the first category of the first hierarchy (see col. 4, lines 43-52, Ortega).

Regarding claim 7, Ortega/Goedken combination further discloses the data item is user classifiable under the first structure of categories (C2, Fig. 1B) and is not user-classifiable under the second structure of categories (C3, Fig. 1B, Ortega).

Regarding claim 8, Ortega/Goedken combination further discloses the data item is directly categorized as being within the first category of the first structure of categories and is indirectly categorized as being within the second category of the second structure of categories (see col. 4, lines 53-67 and Fig. 1B, Ortega).

Regarding claim 9, Ortega/Goedken combination further discloses defining a category table including a category record for each category of the first and second structures of

categories, each category record within the category table (see col.9, lines 59-62) including a category identifier, wherein a category record that describes the second category includes a category identifier (see col. 4, lines 20-23, Ortega) of a category record for the first category.

Regarding claim 10, Ortega/Goedken combination further discloses the data item is a database record describing any one of a group of products and services of a transaction facilitated by a network-based transaction facility (see col. 4, lines 23-33, Ortega).

Regarding claim 11, Ortega/Goedken combination further discloses the network-based transaction facility is a network-based auction facility (see col. 3, lines 29-37, Ortega).

Regarding claim 12, Ortega/Goedken combination further discloses defining a third structure of categories to provide a further alternative classification of the data item, the third structure including at least a third category, wherein the third category is associated with the first category of the first structure of categories (see col. 5, lines 34-45, Ortega).

Regarding claims 14 and 28, Ortega discloses a method of classifying a data item within a database, the method including:

- identifying a first category, of a first hierarchy of categories, attributed to a data item (see col. 1, lines 58-64 and col. 3, lines 12-18, Ortega discloses “higher-level categories” corresponds to “first structure of categories”); and
- automatically attributing a second category, of a second hierarchy of categories, to the data item (see col.3, lines 21-28; col. 4, lines 20-23 and col.7, lines 6-24, Ortega discloses the “low-level categories” that corresponds to “second structure of categories”), wherein the first and second categories are defined by respective category paths of the first and second hierarchies of categories, the

first category path including a first plurality of categories that are respectively associated with a first plurality of category identifiers and the second category path including a second plurality of categories that are respectively associated with a second plurality of category identifiers (col.5, line 1 to col. 6, line 20 and lines 30-39 and col.7, lines 6-50. Ortega discloses the category name that is unique identified and displayed to the user corresponds to “category identifier”).

Ortega, however, does not explicitly disclose “a second alternative hierarchy of categories.” Goedken, on the other hand, discloses a method for electronic information exchange including an original hierarchy of category and an alternative hierarchy of category (col.28, line 33 to col. 29, lines 10, Goedken). Therefore, Goedken discloses the first hierarchy of categories and an alternative second hierarchy of categories. It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Ortega to include an alternative second hierarchy of categories as taught by Goedken. The motivation of doing so would have been to improve search technique for consumers to express their desire for particular goods and services and to integrate those features with an improved technique of searching accurate information (see col. 8, lines 30-45, Goedken).

Regarding claim 15, Ortega/Goedken combination further discloses the first and second categories are associated within a description of categories within the database (see col. 4, lines 29-33, Ortega discloses the “book title” that is description of the book category).

Regarding claim 16, Ortega/Goedken combination further discloses the first category is attributed to the data item by a user during a user classification operation and the second category is dynamically attributed to the data item during a user navigation operation of the

second hierarchy of categories, wherein the dynamic attributing of the second category is performed by identification of an association between the first and second categories (see col. 4, lines 43-67 and col. 4, lines 20-33, Ortega).

Regarding claim 17, Ortega/Goedken combination further discloses the first category is directly recorded within the database as being attributed to the data item and the second category is recorded as being linked to the first category within the database (see col. 4, lines 53-67, Ortega).

Regarding claim 18, Ortega/Goedken combination further discloses the first and second categories are each leaf categories of the respective first and second hierarchies of categories (see col. 4, lines 59-67, Ortega).

Regarding claims 20 and 29, Ortega discloses a method of facilitating location of a data item within a database, the method including:

- facilitating user-navigation of a first category structure to select a first category (see col. 1, lines 34-50, Ortega);
- identifying a second category (Outdoors/Events/Olympics) of a second category structure as being linked to the first category (Books/Sports) of the first category structure (col. 1, lines 42-57); and
- identifying data items of the second category responsive to the selection of the first category of the first category structure (see col. 1, line 58 to col. 2, line2, Ortega), wherein the first and second categories are defined by respective category paths of the first and second hierarchies of categories, the first category path including a first plurality of categories that are respectively associated with

a first plurality of category identifiers and the second category path including a second plurality of categories that are respectively associated with a second plurality of category identifiers (col.5, line 1 to col. 6, line 20 and lines 30-39 and col.7, lines 6-50. Ortega discloses the category name that is unique identified and displayed to the user corresponds to “category identifier”).

Ortega, however, does not explicitly disclose “the first hierarchy of categories and an alternative second hierarchy of categories.” Goedken, on the other hand, discloses a method for electronic information exchange including an original hierarchy of category and an alternative hierarchy of category (col.28, line 33 to col. 29, lines 10, Goedken). Therefore, Goedken discloses the first hierarchy of categories and an alternative second hierarchy of categories. It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Ortega to include an alternative second hierarchy of categories as taught by Goedken. The motivation of doing so would have been to improve search technique for consumers to express their desire for particular goods and services and to integrate those features with an improved technique of searching accurate information (see col. 8, lines 30-45, Goedken).

Regarding claim 21, Ortega/Goedken combination discloses the facilitating of the user navigation of presenting at least one user interface to display navigation information according to the first hierarchy of categories (see col. 1, lines 34-50 and Fig.1A, Fig.2, Ortega);

Regarding claim 22, Ortega/Goedken combination further discloses the presenting of the at least one user interface comprises generating at least one markup language document (250, Fig. 2 of Ortega discloses the web containing the markup language document).

Regarding claim 23, Ortega/Goedken combination discloses that any one of a group of navigation aids including a drop-down menu, a selection of check boxes, a selection of radio buttons, an embedded Java application and an embedded ActiveX control (see the browser of Fig.1A and Fig.2, Ortega).

Regarding claims 24-25, Ortega/Goedken combination discloses the first record includes a pointer to a second record within the category table describing the second category (col.7, lines 6-31, Ortega discloses the link that corresponds to the pointer).

Regarding claim 26, Ortega/Goedken combination further discloses the first and second categories comprise respective leaf categories (see col. 4, lines 59-67, Ortega).

Regarding claim 27, Ortega/Goedken combination further discloses the step of communicating the identified data items within a markup language document (250, Fig. 2) transmitted over a network (Fig. 2 of Ortega).

### ***Conclusion***

4. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event,

however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Hanh B. Thai whose telephone number is 571-272-4029. The examiner can normally be reached on 8 AM - 4:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Safet Metjahic can be reached on 571-272-4023. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Hanh B Thai  
Examiner  
Art Unit 2161

August 5, 2005

  
UYEN LE  
PRIMARY EXAMINER